



City of Carlsbad, California

**REQUEST FOR PROPOSAL
For
Georgina Cole Library Coffee Cart**

PROPOSALS DUE PRIOR TO:

Tuesday, September 1, 2015 at 3:00 p.m. PST

Please submit:

Original proposal plus two (2) copies, and one (1) electronic copy on USB flash drive.

SEND TO:

Carlsbad City Library
Attn: Steve Didier
1775 Dove Lane
Carlsbad, CA 92011

The City of Carlsbad encourages the participation of minority and women-owned businesses

Carlsbad City Library

Coffee Cart Services

Request for Proposal

The Carlsbad City Library is requesting proposals for a self-contained coffee cart business, to be operated outside the front entrance of the Georgina Cole Library, located at 1250 Carlsbad Village Drive, Carlsbad, CA 92008, and to be secured during hours of non-operation. The Cole Library will be closed for major renovations in fall 2015 and will reopen to the public in early January 2016. The new coffee cart services are expected to open at the same time. Prospective vendors are encouraged to visit the site prior to submitting their proposal. Questions may be submitted per the directions below.

Section A. Requested Services

1. The services to be provided consist of a self-contained coffee cart business which will serve coffee, related beverages and optionally pre-prepared coffee cart type food. On-site preparation of food will not be allowed. This business will be located outside of the Georgina Cole Library, just to the right of the entrance next to the building. The current concrete pad will be expanded by the City to accommodate the selected vendor. The library is open Monday thru Thursday 9:00 a.m. to 9:00 p.m., Friday thru Saturday 9:00 a.m. to 5:00 p.m., and Sunday 1:00 p.m.-5:00 p.m., and closed on city-observed holidays. The coffee cart may be opened 30 minutes prior to library opening and may close 30 minutes after library closing, though these are just operational limits and should not be implied to be recommended hours. The intended market is the Georgina Cole Library, City Hall, Fire Station #1, and area businesses along Carlsbad Village Drive. The cart may not open on City-observed holidays. However, the cart may be open outside of library hours for various special events at the library.

2. The coffee cart must be mobile and be able to be stored in place. The vendor should propose adequate security for the type of cart proposed and the available space. The City would prefer vendor proposals with coffee carts that are self-contained and secured but will consider alternative suggestions for security. Water is available to fill fresh water tanks from a potable water source at the proposed sight. Wastewater disposal is available just inside the library. Adequate electrical supply is located at the proposed cart site. Onsite storage will not be provided.

3. The vendor must provide a non-permeable mat to control spillage. Vendor must also provide trash and recycling receptacles that can be emptied into the bins on the south side of the Library. The Vendor will not be allowed to dump their trash or recycling into public receptacles. All equipment and materials for operating the cart must be stored away from public access when the business is closed. Vendor should propose how this would be done.

4. The monthly door counts for the Georgina Cole Library from June 2014 through May 2015 are as follows:

June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
28,769	35,024	26,634	27,235	26,460	22,655	23,572	25,829	25,010	27,430	27,182	24,010

Section B. Required Information To Be Submitted With Proposal For Coffee Cart Services / Evaluation Criteria

- a) A cover letter that summarizes your qualifications and experience to show competence and success in providing coffee cart services.
- b) A sketch or drawing of the type of cart to be provided, including all dimensions.
- c) Photographs of the proposed cart if already fabricated or the type of cart (e.g., brochures)
- d) A list of the products or product types to be offered including source of coffee products.
- e) The proposed days and hours of operation.
- f) Define storage plan/requirements for coffee cart equipment, goods and materials. Can all storage be contained within the coffee cart itself and/or maintained off-site (commissary)? If not, please propose an on-site storage plan that does not require access to any Library facilities outside of Library operating hours.
- g) Define security needs for the coffee cart. Can the coffee cart be secured without additional security improvements at the site? If not, propose what assistance you would need from the City to provide adequate security for the proposed coffee cart. (Lights? Inset ground grommets, fencing, etc.)
- h) Your preferred lease/share arrangement, from your experience, to ensure your success. Be very specific. See paragraph 4.0 of the attached licensing agreement for format. The City will consider all financial information in its fiscal analysis. Lack of sufficient financial information to evaluate will render the application incomplete.
- i) A sample City of Carlsbad licensing agreement is attached for your reference. Please include a separate page indicating that you have reviewed the language and if you have any questions about the language. Any questions or requested revisions to the agreement language should be provided with the proposal.
- j) Provide up to three business references, i.e. someone that can provide feedback based on their experience with your business. References should include name, address, phone number and brief statement about each reference's experience with your services.

Section C. Selection Process

Prospective business selection is anticipated to occur through the process outlined herein and is based on the evaluation criteria described in Section B. The City is seeking proposals, including qualifications, from vendors with the experience to operate and maintain a successful coffee cart business outside the Georgina Cole Library. The City will favor proposals which maximize the City's property asset and propose the best service for the facility.

Section D. Procedure/Schedule

The procedure for selection is as follows:

1. **Proposal Due Date/Time:** Proposals must be submitted to the City of Carlsbad Library no later than **Friday, September 1, 2015, 3:00 p.m.**, Administrative Offices, 1775 Dove Lane, Carlsbad, CA 92011.
2. Following timely receipt, proposals will be reviewed by staff.
3. Desirable and qualified prospective vendors may be invited for an interview and presentation of their proposals; and

4. Following review and analysis of the proposals, staff will recommend the selection of a prospective vendor to enter a licensing agreement with the City.

Proposals not selected will be kept on file for a period of one year, and alternates chosen from the list should the initial or subsequent licensing agreement(s) not meet City performance expectations or vendor's expectations.

Section E. Required Insurance to Contract with the City of Carlsbad

The City *requires* contracted service vendors to maintain minimum insurance coverage. The City's insurance requirements are:

SELECTED FIRM shall obtain, and during the term of an AGREEMENT, maintain policies of general liability, automobile liability, and property damage insurance from an insurance company authorized to be in business in the State of California. The amount of general liability insurance shall not be less than one million dollars (\$1,000,000) for each occurrence.

The insurance policies shall provide that the policies remain in full force during the life of said AGREEMENT and shall not be canceled, terminated, or allowed to expire without thirty (30) days prior written notice to the CITY from the insurance company. The CITY shall be named as an additional insured on a separate endorsement on these policies.

Before SELECTED FIRM shall employ any person or persons in the performance of the AGREEMENT, SELECTED FIRM shall procure a policy of Worker's Compensation Insurance as required by the Labor Code of the State of California.

Section F. Additional Administrative Requirements

Your licensing agreement with the City of Carlsbad will be contingent upon receiving the following permits or permissions:

- 1) City of Carlsbad Business License.
- 2) Coffee Cart Solicitor's Permit, through the City of Carlsbad.
- 3) Public Health Permit, through the County of San Diego. The phone number is (858) 505-6660 and the following website address has the County Health Dept contact information, and the Construction and Operational guide for mobile food facilities:
<http://www.sdcountry.ca.gov/deh/food/foodplancheck.html>

Section G. Submittal Information

1. Request for Proposal (RFP) Submittal Deadline and Location:

All RFP submittal materials must be received **no later than 3:00 p.m. on Tuesday, September 1, 2015**. Proposals should be clearly marked on the outside "*Georgina Cole Library Coffee Cart Services RFP*." Incomplete or late submittals will not be considered. Deliver three (3) copies of your submittal to:

**Carlsbad City Library
Attention: Steve Didier**

**1775 Dove Lane
Carlsbad, CA 92011
RE: Georgina Cole Library Coffee Cart Services RFP**

Additional Information Contact: Please address any questions regarding the Georgina Cole Library Coffee Cart opportunity to: Carlsbad City Library at the address above, phone (760) 602-2014, or email steven.didier@carlsbadca.gov. Additional copies of this RFP may be found on the City's web site at <http://www.carlsbadca.gov/services/depts/finance/contracting/bids.asp>

2. **CONDITIONS FOR PROPOSAL ACCEPTANCE** - This Request for Proposal does not commit the City to award a contract or to pay any costs incurred for proposal preparation. The City, at its sole discretion, reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified respondent, or to cancel this Request for Proposal in part or in its entirety. All proposals will become the property of the City of Carlsbad and will not be returned. If any proprietary information is contained in the proposal, it should be clearly identified.

There will be no public bid opening.

3. **COPIES** - Companies desiring to respond shall submit three (3) copies of their proposal in sufficient detail to allow for thorough evaluation and comparative analysis.
4. **CONCISENESS** - The proposal shall be concise and to the point. Costly bindings, color plates, glossy brochures, etc., are neither necessary nor recommended.
5. **ORAL INTERVIEWS** - After written proposals have been reviewed, interviews with selected prospective companies may be scheduled.
6. **SIGNATURES** - An official authorized to bind the proposer shall sign the proposal. The proposer shall also provide the following information: (a) Name, (b) Title, (c) Address, (d) Telephone Number, and e-mail address of each individual with authority to negotiate and contractually bind the company and who may be contacted during the proposal evaluation period.

Attachments

1. Carlsbad City Licensing Agreement